

PROVIDING CONTENT INTERRUPTIONS

Abstract of the Disclosure

Content which users may wish to receive may be distributed with interrupting content such that the use of the content on the user's receiver may be interrupted and replaced with the interrupting content. The content which the user wishes to receive may be software, audio, video, graphics or other material and the interrupting content in one embodiment of the present invention may be advertisements. In this way, the user's receiver may be utilized to determine when it is appropriate to interrupt the interruptible content with the interrupting content. This may provide a convenient mechanism for reduced price or free distribution of a wide variety of media currently provided only in physical form or only for free without any compensation to the content provider.